



NEWS RELEASE

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TAYLOR LANE EXPANDS CLIENT BASE WITH VIO CERTIFIED SOFT PROOFING

Taylor Lane, an independent design studio based in central London, has taken on Vio Certified Soft Proofing (VCSP), to enable the company to send digital colour ads to Associated Newspapers, thereby offering clients a more efficient and cost-effective solution.

VCSP combines colour-managed soft proofing on remotely calibrated monitors, with preflighting, Certification, and automated delivery of advertisements. The solution enables advertising prepress suppliers not only to collaborate rapidly with their colleagues and clients on ad creation, but also to ensure that only correctly preflighted and Certified ads are proofed, and that only approved ads are submitted to the publisher, together with all the relevant submission information.

Taylor Lane was established in 1997 and currently employs 20 staff, offering a full production service providing concepts, design, retouching, and press and print production. The company acts as an outsource studio service for both advertising agencies and direct clients, working closely with communication agency Craik Jones and car dealership group HR Owen. Thanks to VCSP, Taylor Lane is now able to send colour ads for its clients, directly to national press titles at a competitive price.

Studio Director Stuart Addy explains: "As our industry is becoming more digital and more sophisticated workflow solutions become available, new technologies create fantastic new avenues, especially for smaller players like us. VCSP has opened up the market for sending colour ads to the national media, which enables us to offer new capabilities to our clients. We are actively selling this now as a specific service, and are hoping to increase our client base further as a direct result of our investment in VCSP. We have been doing artwork for Orange for some time already, but were never able to send the ads to the papers before VCSP. This type of solution is good news for the market all round, as it will bring costs down and facilitate more healthy competition."

Due to the way VCSP is set up to emulate the RIP process at the publisher's site and represent that accurately on screen, it truly proved its worth in a recent ad campaign, specifically with the handling of the overprint conditions.

Had VCSP not picked this up, the publisher might well have printed the ad incorrectly, leading to the usual finger-pointing exercise between the publisher, advertiser, agency and, of course, the repro professionals. So, in this case, proofing the ad on screen against the publisher's exact printing conditions enabled us to prevent a potentially costly mistake that could otherwise have easily been made with the Overprint and Knockout settings in the industry standard software packages we use. In addition, Vio's preflighting solution not only highlighted some unusual errors, but also helped resolve them.

Proofing this particular ad proved to be a great example of the real capability of VCSP.

Addy continues: "Soft proofing is something that will dramatically increase in usage as people begin to trust it more and more. There does seem to be a hesitance in our very traditional industry, but every time someone sees the accuracy of soft proofs they are hooked! We are working closely with our clients to speed up the adoption of soft proofing."

"Everyone in the advertising supply chain can benefit from VCSP," adds Richard Horwood, Chairman of Vio Worldwide. "The cost of sending colour ads is substantially reduced, stimulating more colour advertising to the publisher. Advertisers and their prepress suppliers save money on materials, labour and courier costs. By combining this with preflighting the ad against the publisher's specs before being sent, the content is also Certified approved for publication, and the approved ad file is automatically delivered to exactly the right place. At a time when advertising revenues are under pressure, VCSP has made printed media more affordable for colour advertising, and is leading to more productive relationships between brand owners, creative agencies, prepress providers and publishers."

About Vio Worldwide

Vio Worldwide provides solutions to streamline and brand digital supply chains. The tools to achieve this include: customer-facing service portals; automated page composition; digital asset management; automated, remote preflighting solutions; colour-managed soft proofing; standards-based integration of business and production systems, including insertion management and booking reconciliation; securely managed, tracked and automated online delivery; and innovative network design and outsourced 24/7 network management. Vio Worldwide leads the way in technology standards, participating in XML standards-setting bodies for JDF, AdsML and ebiz for media. Vio Worldwide is part of Leo Capital plc (www.leocapital.com), a UK-based quoted company with over £200 million in assets.

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